Claims

1. Hot-melt pressure-sensitive adhesive based one or more non-thermoplastic elastomers, at least comprising
100 parts by mass of the non-thermoplastic elastomer(s),
from 1 to 200 parts by mass of one or more tackifying resins,
from 1 to 100 parts by mass of one or more reactive phenolic resins whose methylol content is from 1 to 20% by weight based on the reactive phenolic resin,
from 1 to 100 parts by mass of accelerator substances.

2. Hot-melt pressure-sensitive adhesive according to Claim 1, characterized in that the non-thermoplastic elastomers are selected from the group consisting of natural rubbers, random-copolymerized styrene-butadiene rubbers (SBR), butadiene rubbers (BR), synthetic polyisoprenes (IR), butyl rubbers (IIR) and ethylene-vinyl acetate copolymers (EVA).

3. Hot-melt pressure-sensitive adhesive according to Claims 1 and 2, characterized in that it is based on a polymer blend of one or more of the non-thermoplastic elastomers and one or more thermoplastic elastomers selected from the group consisting of polypropylenes, polyethylenes, metallocene-catalysed polyolefins, polyesters, polystyrenes and synthetic block copolymer rubbers.

4. Hot-melt pressure-sensitive adhesive according to Claims 1 to 3, characterized in that the crosslinking accelerator substances are selected from the group consisting of chloroprenes, chlorinated butyl rubbers, brominated butyl rubbers, chlorosulphonated polyethylenes, metal oxides, organic acids or salts thereof, especially resins containing acid groups, metal stearates and metal resinates.

5. Hot-melt pressure-sensitive adhesive according to Claims 1 to 4, characterized in that the reactive phenolic resins are halogenated and have a halogen content of from 1 to 20% by weight, based on the reactive phenolic resin.

6. Hot-melt pressure-sensitive adhesive according to Claims 1 to 5, characterized in that the reactive phenolic resin comprises a mixture of different reactive phenolic resins which are distinguished by different reactivities.

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7. Hot-melt pressure-sensitive adhesive according to Claims 1 to 6, characterized in that fillers are added to the adhesive which are selected in particular from the group consisting of metal oxides, chalks, precipitated or pyrogenic silicas, solid or hollow glass beads, microballoons, carbon blacks and/or glass fibres or polymer fibres.

8. Hot-melt pressure-sensitive adhesive according to at least one of the previous claims, characterized in that plasticizers are added to the adhesive which are selected in particular from the group consisting of paraffinic or naphthenic oils, oligomeric nitrile rubbers, liquid isoprene rubbers, oligobutadienes, soft resins, wool fats and/or rapeseed oils and castor oils.

9. Self-adhesive article obtained according to at least one of the preceding claims, characterized in that the hot-melt pressure-sensitive adhesive is applied to at least one side of a web-form material.

10. Self-adhesive article according to at least one of the previous claims, characterized in that the thickness of the hot-melt pressure-sensitive adhesive on the web-form material is between 5 µm and 3000 µm, preferably between 15 µm and 150 µm.

11. Self-adhesive article according to at least one of the previous claims, characterized in that the hot-melt sensitive adhesive is applied in a thickness of from 20 µm to 3000 µm, in particular from 40 µm to 1500 µm, to a release paper having an anti-adhesive coating on both sides.

12. Process for producing self-adhesive articles, especially for producing high-performance self-adhesive articles such as tapes or labels, characterized in that the hot-melt pressure-sensitive adhesive is applied with the aid of a multi-roll applicator unit which comprises from two to five rolls.

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